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Towel Belt Invention In Search of Licensee

An innovative new product intended to offer a solution to a common problem related to the use of towels in a household, the ***Towel Belt***, has been developed by April Mitchell of Pearl City, Hawaii. The invention's unique design enables its users to have unencumbered access to a towel to dry their hands with without the towel ending up on the floor.

The ***Towel Belt*** will be easy to implement in any bathroom. Additionally, the ***Towel Belt*** will save the time, hassle, and frustration normally associated with having to repeatedly pick up towels. Furthermore, the ***Towel Belt*** significantly reduces the amount of laundry that must be done in a home by keeping towels clean for longer periods. The ***Towel Belt*** can also be made to coordinate with any existing bathroom or kitchen décor and themes and will be competitively priced, adding to its appeal.

The inventor of the ***Towel Belt*** has developed a working prototype that has been utilized with success. The ***Towel Belt*** is also the subject of **Utility Patent # 9,045, 266 B1** within the United States Patent and Trademark Office.

The inventor of the ***Towel Belt*** now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the household products industry are currently being targeted as candidates to eventually commercialize the ***Towel Belt*** on a worldwide basis.

In October 2013, Mrs. Mitchell contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Towel Belt*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Towel Belt*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.